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SHASTA DAISIES



THE DAISY

*The daisy, being what it is,
Affords a lesson none can miss:*

*Starkly simple, simply white,
A naked heart of yellow light*

*Beside a windswept country lane,
Its head held high in sun or rain,*

*As bright in April as July,
Oblivious to passers-by*

*Deaf alike to scorn or praise,
Innocence within its gaze.*

*Consider how its petals are
Star-shaped, and yet it is no star,*

*Though well it might bear such pretense,
Or lift in cool indifference.*

*Above each common bloom that blows,
Nod with the aster or the rose.*

*It draws its wisdom from deep wells:
To be itself and nothing else.*

DANIEL WHITEHEAD HICKY.

FALL 1944 — SPRING 1945
WHOLESALE LIST
RIEDEL PLANT COMPANY
EXPERIMENT, GA.

Phone 4479

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. . . INTRODUCTION . . .

THE SHASTA DAISY

"Whose white investments figure innocence."—SHAKESPEARE.

Being impressed with the beauty of the Shasta Daisy, its ease of culture and its great value for cut flowers, and in gardens, for borders and snowbank effect, our Mr. George Riegel, ten years ago began growing all known varieties and raising thousands of seedlings each year, discarding and weeding out the undesirable, imperfect and weak varieties until today we believe our collection of new as well as old established varieties is the equal if not the superior of any in the country.

He has not only been successful in giving the flower lovers a goodly lot of new, extremely hardy varieties, but has also improved a number of the old, well-known varieties through the selection of outstanding individual plants showing more perfect flowers, more hardy vigorous growth and increasing his stock from these worthwhile individuals. Among these improved strains, we would mention Hartje & Elder, Sutton's May Queen, Mayfield Giant and Memorial.

In his work with daisies, Mr. Riegel soon found out that many really beautiful varieties on the market were not hardy, but tender and not adapted to the eastern United States and particularly the South. So these tender varieties have been dropped in favor of the more hardy, resistant varieties. Among the first varieties tested was Burbank's Alaska. This variety has since been superseded by better varieties, and is practically off of the market.

He also found that many growers were offering stock grown from seed which gives you a great variation in growth, size, shape of flowers and season of bloom. Also, in many cases you will have a considerable number of plants that will revert and be of little value. This lack of uniformity lowers their value for cut-flowers and garden display. So be sure in buying that your plants are either from divisions or rooted cuttings. In this you are sure of getting plants like the parent stock.

In buying Daisies from us, you profit from our accumulated experience of many years, and our extensive trials and tests of all known varieties as well as our new originations.

We have grown and shipped large quantities of Shasta Daisies. We are probably the largest shippers of Daisies in the United States. The quality of our plants has been proven by our increasing business.

We are grateful to our many friends and customers who have made our success possible. And we look forward with great pleasure to giving better service and plants of greater quality.



EDGEBROOK GIANT

Size 6 to 7 inches. Height 26 inches. Medium Early.

This new Shasta Daisy originated in California by Mr. Vanderbilt, we believe, has qualities not possessed by any other variety. It is a giant in size—probably the largest we have ever flowered. Immense 6 to 7 inch blooms in great profusion. On long, straight stems. Overlapping, closely set petals. Flat and form holding. Plant is very hardy and resistant. In a variety test, some years ago, with very unfavorable soil conditions, many varieties went out completely while Edgebrook Giant came through without the loss of a single plant. While the blooms of Edgebrook Giant are wonderful in size and appearance, one of its greatest qualities is its everblooming habit. We have tested hundreds of types and varieties and this comes nearer to being everblooming than any other. In 1934 there were scattering blooms all over the field when an early freeze stopped them. This freeze was followed by some weeks of pleasant weather which brought Edgebrook Giant out in a wonderful show again.

This variety is not only wonderful with us, but is giving a good account of itself over the country. A prominent Seed and Plant Company in Michigan wrote us in May that the Edgebrook Daisies we sent them were in bloom, and were beyond a doubt the largest size they had seen. Price for reset plants, \$1.00 each, \$10.00 per dozen.



MAJESTIC

Size 5 to 6 inches. Height 28 inches. Medium Early.

We put the Majestic Daisy on the market in 1943, and must say that we are more than pleased by the many words of praise from our many customers who have grown it. As a nursery company at Dallas, Texas wrote us "The flowers of your daisy are everything you say of them—'Majestic!'"

It is a hardy resistant grower, withstanding unfavorable conditions. Its immense white flowers are real beauties, 5 to 6 inches in diameter with a small yellow center. Has a double row of straight and overlapping petals making the flowers full and compact, giving it great value in floral designs and bouquets. The petals are very stiff with no drooping. Has 28 to 30 inch straight stems. We believe it is the greatest florist cut-flower variety ever introduced. To sum up its good points—It has wonderful large flowers—Straight long stems for cutting—Is a healthy, strong, vigorous grower—Is very hardy.

A grower of Independence, Mo., wrote us, "Your Majestic which we purchased last spring has come through the winter splendidly." Price for reset plants, 50c each, \$5.00 per dozen, \$35.00 per 100.

FROM OUR CUSTOMERS

Ralph F. Smock, Easton, Pa., July, '44.
Have tried Majestic and find it is the best.

Heart of America Gardens, Independence, Mo.,
Aug., '44.

12 Majestic plants purchased in Spring of 1943 made 96 divisions in fall of 1943. 2% loss by winter kill. Majestic blooms sold very well at the highest price we ever received for a daisy. We expect this daisy to become very popular.

Norwalk Perennial Garden, Norwalk, Conn.
Aug., '44.

Your Majestic is indeed excellent. No doubt the finest single on the market. It is a good propagator, and is apparently not susceptible to leaf spot.

Mrs. Lee Moody, Bessemer, Ala.

I grew Majestic successfully. It was the finest daisy I ever saw.



FRINGED BEAUTY

Size—4 inches. Height—23 inches. Medium Early.

This Shasta will appeal to many people for its good size and fringed, fluffly petals. It is almost double—much like a China Aster. This is so different from the common, straight petaled varieties that it will be preferred by many flower lovers. Has a long season of bloom, and is wonderful for display, and fancy flower arrangement. Its hardiness and vigor are noteworthy, and it will fill a prominent place among Shastas.

Two prominent nurserymen who visited our gardens said that this daisy was their choice for a “real cut-flower variety.” Price for reset plants, 50c each, \$5.00 per dozen, \$35.00 per 100.

*Thick set the Shasta Daisies grow,
The close, fresh turf between—
On breezy downs, On meadows low,
In lawns, upon the banked hedgerow.
Star white mid pastures green*



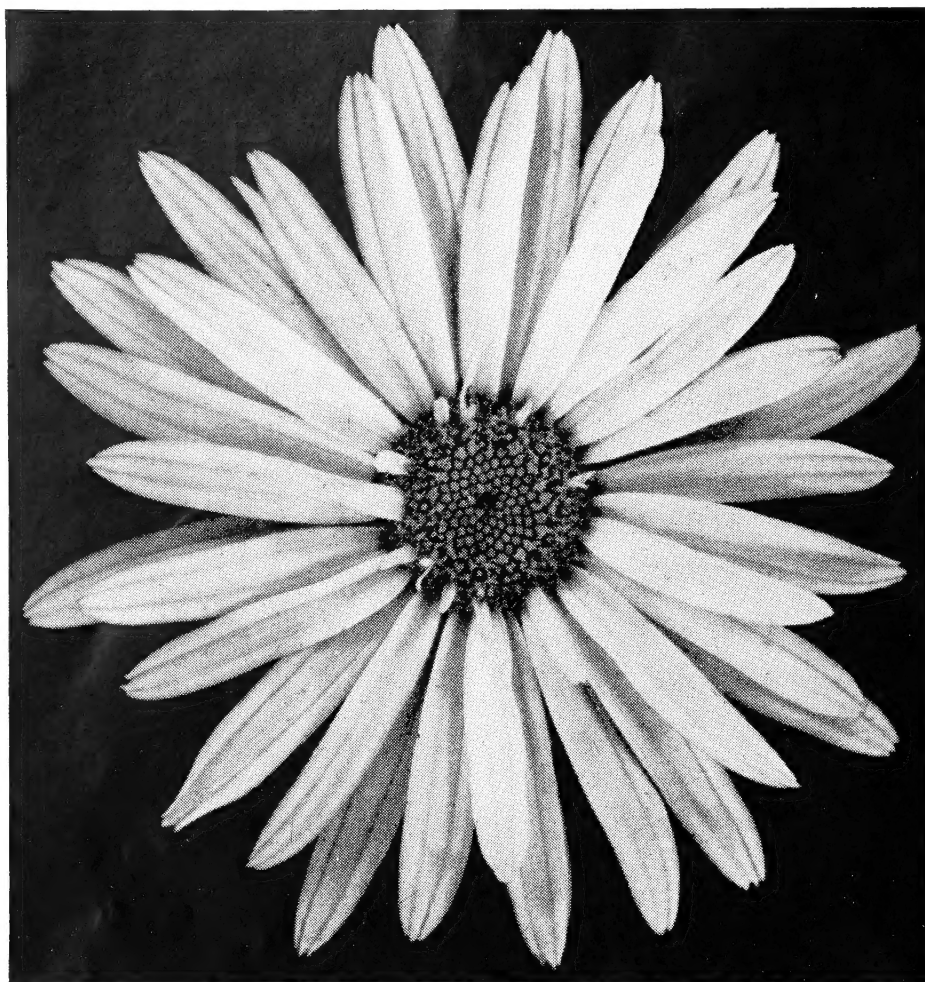
PRIDE OF DIXIE

Size—4 inches. Height—23 inches. Late.

One of our local florists in looking over our Daisy beds, preferred Pride of Dixie to any other variety. It has good size 4-inch, full, semi-double broad petaled flowers, with a very attractive yellow center. It holds its shape wonderfully well. Is very uniform. Has good lasting qualities and is one of the really hardy varieties. Resistant to disease.

While fine for cut-flowers, this variety is great for garden display—making a show of white like a snowbank. Probably makes the largest clumps of any daisy. Price for reset plants, \$2.50 per dozen, \$18.00 per 100.

*Daisies that flower in gardens neat,
And archly gay and bright,
Outvie with cultured, prim conceit
Their paler sisters, wild and sweet
With blossoms gold and white.*



NEW EARLY GIANT

**Size—4¾ inches. Height—
21 inches. Early.**

We have listed this as being the largest early Daisy in cultivation, and our tests, for a number of years, back up this statement. While among the early bloomers, it is of good size, it has an unusually small eye for a large Daisy. It comes in ahead of old standard varieties as Supreme and others. Its early flowering habit with large size makes it very valuable for cut-flowers and general display. This variety is growing in favor yearly, and deservedly so.

If you are interested in a large, extra early Daisy for floral work, this Daisy will fill the bill. Price—\$2.50 per dozen, \$18.00 per 100 for reset plants.

P E A R L

Medium Early.

Size—3½ inches. Height—27 inches..

Not the largest in size, but very attractive with its snow-white, extremely wide petals. Has small stems, but stiff and wirey. This is a very classy Daisy—preferred by many people. Fine for garden show as well as cut-flowers. Very hardy and resistant. You will like it. Price—\$4.00 per 100.



WHITE CREST

Size—4 inches. Height—24 inches. Late.

Another one of our new daisies which we believe is one of the grandest garden types yet introduced. This variety possesses real hardiness. It is truly a garden decorative type. Its erect neat appearance and snow white, semi-double flowers and small bright eye make it a grand addition to the garden type. And while this is a real garden type, it is valuable as a cut-flower. Has good stiff, lender stems. It is a variety that will stand high fertilization, whereas with some varieties their beauty is destroyed. Price \$4.00 per 100.

DOUBLE SUPREME

(Floral Gardens Stock)

Size—3½ inches. Height—24 inches. Late.

A new Daisy that we have found to be very hardy. Medium size, and very attractive. Wide, white petals, with an extra row of curly, fringy petals in the center, which adds to its beauty. A neighbor florist in checking over varieties was struck with the beauty of this variety. Price for reset plants, \$1.50 per dozen, \$8.00 per 100.

SUTTON'S MAY QUEEN

Size—4½ inches. Height—24 inches. Late.

This is one of the best of the old varieties, and it has many friends who continue to plant it. It has good size flowers on 24-inch stems. The petals stand straight out, lay flat, and never curl. Beautiful yellow centers. This is a late variety, coming in after most of the large ones. Price \$5.00 per 100.

SUCCESS

Size—3½ inches. Height—32 inches. Late.

Here is a new Daisy that we secured from a florist at Jacksonville, Fla. It is known there as "Improved Shasta" or "Big Shasta." It is greatly appreciated by the florists in that section as a cut-flower variety of semi-double type.

Its extreme hardiness attracted our attention. We have grown it for several years and find it to be among the hardiest varieties we have. Its vigor and strong growth are wonderful. It has been reported a "marvelous success" in New Jersey.

It is very difficult in some sections—as in Florida, to carry daisies through the long summers, but we believe this variety and others—such as our Majestic, Pride of Dixie, Fringed Beauty and Hardy Prolific would succeed. We have given special attention to producing worthwhile Daisies of extreme hardiness, that would succeed anywhere—especially in the Eastern and Southern States. Price \$5.00 per 100.

FLORISTS' FAVORITE

(Jackson & Perkins Co.'s Stock)

Size—4 inches. Height—18 inches. Late.

Highly recommended, but new with us. Large, single flowers. Pure white petals, and a full clear yellow center. Long lasting and ideal for borders and beds. We have true stock. Price \$6.00 per 100.

MAYFIELD GIANT — RIEGEL'S IMPROVED

Size—3½ inches. Height—36 inches. Late.

We have sold large quantities of this Daisy to the florist trade. Our improved type has better, more uniform and shapely flowers than the old type,

as we propagate from divisions only. You will find every plant alike. This variety is a giant in growth—36 inches and over. The plant is hardy, and the flowers good size considering the quantity it produces. A good, old reliable, single variety. Price \$4.00 per 100.

S U P R E M E

Size—4 inches. Height—18 inches. Medium Early.

Widely and favorably known and propagated. Has been one of the most popular single varieties on the market. It is very uniform in growth, with glistening, pure white flowers on good length stems. Its magnificent beauty and size with earliness make it an outstanding florists' variety. Our stock is true and unexcelled. Price \$6.00 per 100.

E L D E R I M P R O V E D

Size—3½ inches. Height—24 inches. Early.

A great improvement over the old strain of Hartje & Elder. Larger and stronger in both flowers and plant. Good stiff stems, and early. A real good florists' cut-flower. Price \$4.00 per 100.

W H I T E S W A N

Size—2½ inches. Height—18 inches. Early.

Pure white, double flowers on wirey, 18-inch stems. A very dainty and popular variety. Excellent for cutting, and most attractive in the garden. Price \$3.00 per 100.

H A R T J E & E L D E R — R I E G E L ' S I M P R O V E D

Size—2¾ inches. Height—18 inches. Early.

This variety is early and good for cutting. 18-inch stems. You will find our selected strain perfectly uniform and true to type. An old-time variety for which the demand does not slacken. Price \$3.00 per 100.

H A R D Y P R O L I F I C

Size—3 inches. Height—24 inches. Early.

This is one of our new Daisies. We consider it one of the most prolific and hardy types that we have found. It is of medium size—of the Elder type. It produces a beautifully shaped plant, and a wealth of blossoms, making it a valuable plant for borders, beds or specimen plants. It is an early bloomer. It is also appreciated as an early cut-flower variety. This past season a customer in the Carolinas, who ordered 2000 of these said he had tested them with the other Elder types, and much preferred them for a cut-flower. Price \$4.00 per 100.

G L O R Y O F W A Y S I D E

Size—2 inches. Height—8 inches. Medium Early.

In all of our extensive tests we find this the most perfect rock garden variety. It grows only about 8 inches high; has a very uniform, dwarf habit. Produces dainty, small, snow-white, single flowers in great abundance. Price \$3.00 per 100.

M E M O R I A L

Size—2½ inches. Height—15 inches. Extremely Early.

The earliest of all Shasta Daisies. Flowers in great profusion. Valuable on account of its extreme earliness. Have had it in bloom the 18th of March. Its dainty, white flowers are very useful in floral work. Coming so early, when there is a scarcity of white flowers, makes this variety of value for early cutting. Price \$3.00 per 100.

Prices and Instructions

We offer strong, hardy, field-grown divisions in all stock, except the first six varieties which are reset plants. Prices Express Collect, 6 at dozen rate, 50 at 100 rate. Minimum order \$1.00. Our prices are net, no discounts.

	Each	Per Doz.	Per 100
Edgebrook Giant, reset plants	\$1.00	\$10.00	
Majestic, reset plants50	5.00	\$35.00
Fringed Beauty, reset plants50	5.00	35.00
Pride of Dixie, reset plants.....		2.50	18.00
New Early Giant, reset plants.....		2.50	18.00
Double Supreme, reset plants		1.50	8.00
Success			5.00
Sutton's May Queen			5.00
Florists' Favorite			6.00
Supreme			6.00
Mayfield Giant			4.00
White Crest			4.00
Pearl			4.00
Elder Improved			4.00
White Swan			3.00
Hartje & Elder.....			3.00
Hardy Prolific			4.00
Glory of Wayside.....			3.00
Memorial			3.00

Culture

The Shasta Daisy delights in a deep rich soil with good drainage, with only a moderate amount of moisture, and in full sunshine. It does not do so well in shade.

Animal manures—unless thoroughly rotted are not recommended, and then, do not use around the plant or as a mulch. If the soil is of fair fertility, wonderful results can be had with a complete, well balanced, commercial fertilizer. Of course, this is from the standpoint of a southern grower. In the North, cultural and fertilizing practices may be different. We have known of growers in Georgia who planted on soils that had been treated to large quantities of animal manures, that lost all their Shastas in the summer season. So, in the lower South avoid soils full of humus and animal manures. Avoid heavy applications of nitrate fertilizers near blooming season, as this tends to make weak stems. They like a mildly acid soil, and resent too much lime.

We would emphasize the value of fall planting in the South. November is an ideal month to plant as they begin making roots and becoming established. If not possible or convenient to plant in the fall, then we recommend spring planting as early as possible.

In the South, planting can go ahead whenever the ground is in shape and dry enough to work.

Authorities in the North recommend to lift and divide every alternate year. But we get much better results by lifting and dividing each fall. But this matter can be determined by the individual grower. They should be planted one foot apart in beds. In field culture we plant 12 by 24 inches. Old dead leaves and bloom stems should be removed from time to time during the summer season.

Growers Notes on the Shasta Daisy

Jackson & Perkins Co.

"Shasta Daisies are the best, easy to grow plants for achieving the increasing popular white effect in Spring and Summer gardens. Shastas are great for summer snow bank effect, for a taller background show. Few plants are as little bothered with insects and diseases. They are admirable for bouquets, and are long lasting in water."

* * * * *

Wayside Gardens—

"Hardy Perennials of easy culture, and especially noteworthy for their freedom of bloom."

* * * * *

W. Atlee Burpee & Co.

"Generally suitable for borders and cut flowers. Extremely hardy. Easy to grow, with little care."

* * * * *

Rohbock's Sons—

"A very popular, hardy Perennial that is noted for its keeping qualities as a cut-flower."

* * * * *

The Joseph F. Martin Co.

"Among the best known and best loved hardy plants. Great effort has been given to their improvement."

* * * * *

Carroll Gardens—

"The Shasta Daisies are the most desirable of all cut-flower material, and are easily grown. The long stemmed flowers are long lasting when cut. Are useful to work in with other flowers in bouquets and other decorations."

* * * * *

Burbank's Work With The Shasta Daisy

Mr. Luther Burbank took what the farmers of New England had always considered a troublesome weed—the Daisy and transformed it into a flower of wondrous beauty. He started with the common roadside weed familiar to everyone in the East as Ox-eye Daisy, and known to botanists as *Chrysanthemum Leucanthemum*.

This plant which grows in such profusion throughout the East and considered a pest by the farmer, was not found in California until his experiments were begun, and which he brought from his Massachusetts home when he came to California in 1875. This transplanted flower or weed formed the basis of the series of experiments which led to the production of the Shasta Daisy.

His first crosses were with a much larger and more robust species of Ox-eye Daisy he imported from Europe, and which the botanists called *Chrysanthemum Maximum*.

After selecting the best of these crosses he again crossed them with a species named *Chrysanthemum Lacustre* which he obtained from a German firm, and which was similar to the British species. After crossing these American and European Daisies, he selected the best of his hybrids and crossed these again with Daisy - *Chrysanthemum Nipponicum* which he obtained from Japan. So the Shasta Daisy represents the heritage of four ancestral strains from three continents.

Thousands of seedlings were raised each year for the next 5 or 6 ensuing seasons. The best individuals were selected and others destroyed until was produced the wonderful flower that has since become known to all the world as the Shasta Daisy.

Mr. Burbank said, "No plant precisely like the Shasta Daisy has existed until developed here in my gardens at Santa Rosa."

RIEGEL PLANT COMPANY

EXPERIMENT, GA.

We are located 40 miles South of Atlanta, on Dixie Highway No. 41.

We are Wholesale Growers not only of Shasta Daisies, but the following Perennials:

CHRYSANTHEMUMS

HOLLYHOCKS

LIRIOPE

STOKESIA

MONARDA

VIOLETS

HARDY MINTS

Write for our list

* * * * *

OUR BUSINESS IS CLOSED ON SUNDAY

We labor faithfully six days in the week, and we greatly appreciate the Sabbath for rest which has been set apart for our good. We honor and love the great God of all creation, and delight in filling our place at the House of God on the blessed Sabbath Day.

Isa. 58—13 & 14
